

October 25-27, 2016  
New Orleans, Louisiana



# ENERGY STAR® PRODUCTS PARTNER MEETING

Appliances | Electronics | Lighting | Water Heaters

MONDAY, OCTOBER 24, 2016

## Early Registration

4:00 – 6:00 p.m.

Early registration will be available for all attendees. The registration desk will be located in the Lobby on Level One of the Hyatt Regency New Orleans.

## Welcome Gathering

6:00 – 7:00 p.m.

Join a short, informal welcome gathering in Vitascope Hall on Level Three of the Hyatt Regency. Pick up your meeting materials during early registration hours and then stop by to greet your peers before the start of the meeting! *Please note that the gathering will be cash bar only.*

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TUESDAY, OCTOBER 25, 2016

**Welcome to New Orleans & Call to Order (Plenary)****8:30 – 8:40 a.m.**

This session opens the U.S. Environmental Protection Agency's (EPA) 2016 ENERGY STAR Products Partner Meeting. It will provide an overview of the meeting's offerings to help attendees make the most of their time together on-site.

Speaker: Peter Banwell, U.S. Environmental Protection Agency

**ENERGY STAR Appliances Update (Plenary)****8:40 – 9:00 a.m.**

Join us as we take a look back at the exciting ways partners engaged with the ENERGY STAR Flip Your Fridge promotion, the successes they had helping customers make the cool choice in room air conditioning, and lessons learned from 2016 appliance promotions. EPA will also provide specification updates and a preview of plans for the next year.

Speaker: Rosemarie Stephens-Booker, U.S. Environmental Protection Agency

**Appliance Roadmapping Part I:****Why Smart Home Technology will Revolutionize the Energy Efficiency Game****9:00 – 10:00 a.m.**

Over the past year, EPA and appliance stakeholders have been collaborating on the appliance roadmapping effort, launched at the 2015 Products Partner Meeting. EPA and partners have been building momentum focused on identifying opportunities and challenges in the connected appliance space. EPA encourages all partners to participate in this exciting two-part culmination of the roadmapping effort, even if they have not participated in previous roadmapping webinars. Part I of this session will include brief highlights of the appliance roadmapping effort, as well as a presentation from the Shelton Group. The presentation will cover the latest research around consumer interest in smart home technology and sustainability, including what they've purchased, how satisfied they are, what their barriers are to buying, and their gut reactions to the technology as well as what we think is the real barrier to mass market adoption. The session will also cover how to leverage this interest for marketing purposes. The Internet of Things and the huge growth of smart home technologies is very likely the bridge we've been looking for to drive people from interest to action in energy efficiency.

Speakers: Melissa Fiffer, U.S. Environmental Protection Agency  
Suzanne Shelton, The Shelton Group

**Appliance Roadmapping Part II:****Collaborative Opportunities in the Connected Home****10:15 a.m. – 12:15 p.m.**

Part II of this session will interactively explore the opportunities to shape and bring forth connected products for home energy savings. The session will begin with an icebreaker allowing ample time for utilities, manufacturers, and retailers to network. Next, panelists will discuss their perspectives, barriers, opportunities and role in the connected market.

Moderator: Patrick Kilroy, Navitas Partners

Speakers: Kari Binley, PG&E  
Edward Brann, Sears Holdings Corporation/Kenmore  
Nathan Cho, Electrolux  
Brad Piper, Lockheed Martin on behalf of NEEP and NYSERDA  
Suzanne Shelton, The Shelton Group

TUESDAY, OCTOBER 25, 2016 (continued)

**ENERGY STAR Water Heater Update (Plenary)****1:15 – 1:45 p.m.**

The water heater market is ripe for transformation with a growing number of utilities, retailers, contractors, and manufacturers focused on growing sales of ENERGY STAR certified products through new program designs, innovative promotions, and impact trainings and contractor outreach efforts. This session will highlight 2016 water heater program activity, providing an overview of available market progress indicators for advancing certified units, information on outcomes from the national water heater promotion, and upcoming opportunities for 2017.

Speaker: Steve Ryan, U.S. Environmental Protection Agency

**Getting to “Yes”: Best Practice Messaging and Tactics for Water Heater Promotion****1:45 – 2:45 p.m.**

What makes someone want to buy an ENERGY STAR certified water heater? Join us to learn about messaging and tactics our panelists are successfully using to sell certified water heaters. Attendees will learn how to apply best practices in messaging and tactics to increase customer engagement with their residential water heater programs or promotions.

Speakers: Jeffrey Beck, Sears Holdings Corporation  
Jennifer Parsons, United Illuminating  
Becca Yates, Northwest Energy Efficiency Alliance (NEEA)

**Getting From “No” to “Woah!”: How to Successfully Work with Contractors to Sell Water Heaters****3:00 – 4:15 p.m.**

During this session, attendees will learn how to identify, engage, and leverage contractors/plumbers to support the sale and quality installation of ENERGY STAR certified water heaters. Speakers will share lessons learned and tactics they have used to successfully motivate contractors to participate in programs and sell certified units.

Speakers: Keith Bienvenu, Bienvenu Brothers Enterprises, Inc.  
Kelly Chase, CenterPoint Energy  
Joshua Greene, A.O. Smith  
Matt Southards, A.O. Smith

**EPA Office Hours****4:15 – 5:15 p.m.**

This timeslot has been reserved on the agenda expressly for meeting attendees to connect informally with EPA staff on topics of interest. More information on location will follow closer to the date of the meeting.

**RAD Working Session (Invite Only)****4:15 – 5:45 p.m.**

If interested in participating or learning more, please contact Sally Hamlin, EPA, at [hamlin.sally@epa.gov](mailto:hamlin.sally@epa.gov).

**Partner Working Meetings****4:15 – 6:15 p.m.**

This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings. Guidance on signing up for rooms can be found [here](#).



WEDNESDAY, OCTOBER 26, 2016

**ENERGY STAR Program Update (Plenary)****9:00 – 9:30 a.m.**

In this session, EPA will present highlights of the ENERGY STAR Products Program's 2016 efforts and 2017 plans. The session seeks to offer information and insights from the national stage to help partners and stakeholders leverage ENERGY STAR to accelerate and amplify their own efforts to advance energy efficiency.

Speaker: Peter Banwell, U.S. Environmental Protection Agency

**ENERGY STAR Consumer Education & Marketing Update (Plenary)****9:30 – 10:30 a.m.**

This session will showcase some of EPA's key consumer communications and marketing efforts, achievements in 2016, and plans for 2017. The session will give participants a clear vision for how they can join EPA in promoting energy efficiency and protecting the environment for the communities they serve, in 2017 and beyond.

Speaker: Jill Vohr, U.S. Environmental Protection Agency

**ENERGY STAR Electronics Update (Plenary)****10:45 – 11:15 a.m.**

The consumer electronics market is ever-evolving with new products hitting the market and existing products undergoing re-inventions. The ENERGY STAR consumer electronics program continues to expand and evolve with it. This session will highlight 2016 consumer electronics program activity and provide an overview of specification development and marketing priorities and opportunities for 2017.

Speaker: Rosemarie Stephens-Booker, U.S. Environmental Protection Agency

**Increasing the Volume on Sound Bars****11:15 a.m. – 12:15 p.m.**

Join us as we discuss the growing high-quality home audio market and how these products play a role in the collective home theater experience. During this session we will dive into marketing strategies that are based on current consumer behaviors and purchasing habits, and how efficiency programs are promoting ENERGY STAR audio products through the ENERGY STAR Retail Products Platform (ESRPP). Finally, we will share new ways to present the energy efficiency benefits of ENERGY STAR certified sound bars and wireless speakers.

Moderator: Rosemarie Stephens-Booker, U.S. Environmental Protection Agency

Speakers: Ben Arnold, The NPD Group, Inc.  
Beth Littlehales, Northwest Energy Efficiency Alliance (NEEA)

**WaterSense Program Working Lunch****12:15 – 1:15 p.m.**

Come meet and talk with Jonah Schein, WaterSense Labeled Homes and Beth Livingston, WaterSense Brand Manager during our open house to learn more about EPA's WaterSense program.



WEDNESDAY, OCTOBER 26, 2016 (continued)

**The ENERGY STAR Retail Products Platform (Cross Product Interest)****1:15 – 2:15 p.m.**

Recognizing that new approaches to traditional energy efficiency programs are needed to secure additional energy savings in the consumer products market, a group of ENERGY STAR partners approached EPA in late 2014 with an idea. They wanted to build a nationally-scalable midstream program design that would help individual programs better leverage retailers and the ENERGY STAR brand to unlock energy savings, expand programs to new product categories, and cost-effectively deliver sustained market transformation. Come learn about the group's successes to date, their plans for expansion in 2017—including new retailers, new products, and new program sponsors, and find out how to get involved with this dynamic group of partners who are working together to create a new path for energy efficiency.

Speakers: Hugh Cherne, Best Buy Co., Inc.  
Alexandra Dunn, Research Into Action, Inc.  
Katelyn Tsukada, ConEdison

**Best Value Finder: A New Tool for Cost-Conscious Consumers (Cross Product Interest)****2:15 – 3:15 p.m.**

During this session, partners will hear about trends in the market for low cost, efficient products as well as opportunities to reach price-conscious homeowners and renters. EPA will demonstrate the functionality of a new ENERGY STAR web tool, which offers consumers real-time price data for affordable options in several ENERGY STAR product categories, along with energy saving data and tips. Attendees are invited to participate in a conversation about the tool, as EPA shares plans for next steps and expanded capabilities, including the development of resources for multifamily stakeholders.

Speaker: Melissa Fiffer, U.S. Environmental Protection Agency

**Walking the Walk: Reducing Energy Use in Your Buildings and Plants****3:30 – 4:30 p.m.**

You've done an outstanding job helping consumers and business reduce their energy use and greenhouse gas emissions, now it's time to walk the walk and get your own house in order with help from ENERGY STAR! This session will get you started on the path to reducing your own utility bills – in your offices, stores, warehouses, and manufacturing facilities – all with the help of the ENERGY STAR program for commercial and industrial buildings. Come learn about the program's Guidelines for Energy Management, the industry-standard Portfolio Manager® benchmarking tool (where you can track energy, water, waste, and GHG emissions all in one free-online platform), fun and innovative ways to reduce energy use, and opportunities to earn ENERGY STAR certification for your own buildings and plants.

Speakers: Paul Campbell, Sears Holdings Corporation  
Jackie Williams, Samsung Electronics America, Inc.  
Mike Zatz, U.S. Environmental Protection Agency

**Partner Working Meetings****3:30 – 5:30 p.m.**

This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings. Guidance on signing up for rooms can be found [here](#).

**EPA Office Hours****4:30 – 5:30 p.m.**

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THURSDAY, OCTOBER 27, 2016

**ENERGY STAR Lighting Update (Plenary)****9:00 – 10:00 a.m.**

This session opens the lighting track of the 2016 ENERGY STAR Products Partner Meeting with highlights of EPA and partner efforts around lighting in 2016 and opportunities for 2017. The session will also provide an update on changes to the ENERGY STAR lighting specification, and the creative approaches taken by energy efficiency program sponsors, manufacturers, and retailer partners to educate consumers about the value of ENERGY STAR for lighting.

Speakers: Daniel Cronin, U.S. Environmental Protection Agency  
Taylor Jantz-Sell, U.S. Environmental Protection Agency

**A New Frontier: Finding the Savings in Connected Lighting****10:00 – 11:00 a.m.**

Can savings be captured from controllable residential lighting? This session will discuss the promise of energy reporting as lighting goes digital and we capitalize on the ability to measure the consumption of connected products.

Speakers: Lara Bonn, Vermont Energy Investment Corporation  
Michael Deschamps, Philips Lighting  
Tom Stimac, GE Lighting

**More than Just a Pretty Bulb: How ENERGY STAR Means Quality****11:15 a.m. – 12:15 p.m.**

This working session will tackle how ENERGY STAR addresses quality in a number of areas—including color, quality, lifetime performance, and energy savings—while allowing for expanded consumer lighting choices at lower cost.

Speakers: Scott Dimetrosky, Apex Analytics  
Tanya Hernandez, Acuity Brands Lighting  
Claire Miziolek, Northeast Energy Efficiency Partnerships (NEEP)

**Acronym Overload: An Update on Lighting Standards in the U.S. and Beyond****1:15 – 2:15 p.m.**

This session will provide an update on the progress of national and international standards impacting lighting products.

Speakers: Alex Baker, Lumileds  
Andrew Bierman, Lighting Research Center & Rensselaer Polytechnic Institute

**Tearing Down the Last Barrier to Efficient Lighting****2:15 – 3:15 p.m.**

Panelists will discuss how ENERGY STAR certified LED bulbs deliver affordability and quality in one package, and how energy efficiency programs can work effectively with retailers to accelerate their adoption.

Speakers: Eileen Eaton, Consortium for Energy Efficiency (CEE)  
Lisa McLeer, GE Lighting  
Stan Mertz, Globe Electric, Inc.



THURSDAY, OCTOBER 27, 2016 *(continued)*

**Lighting for Tomorrow Award Ceremony**

**3:30 – 4:00 p.m.**

Join us for a brief award presentation of the 2016 Lighting for Tomorrow winners to see new trends from this year's competition. The Lighting for Tomorrow organizers—American Lighting Association, Consortium for Energy Efficiency, and UL—invite stakeholders to join them in recognizing the most innovative and noteworthy ENERGY STAR lighting products available in today's market.

**Partner Working Meetings**

**4:00 – 5:30 p.m.**

This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings. Guidance on signing up for rooms can be found [here](#).

## NETWORKING OPPORTUNITIES AND OTHER INFORMATION

**Partner Networking:****One-On-One Meeting Rooms****Available Tuesday, October 25 – Thursday, October 27**

An inventory of rooms will be available during certain times each day for partners to conduct one-on-one meetings. Partners are responsible for setting individual meetings. Guidance on signing up for rooms can be found [here](#). As with last year, in addition to making rooms available, time has been reserved on each day's agenda expressly for these meetings.

**ENERGY STAR Meeting Application for Mobile Devices****Available by Invitation Upon Registration**

In 2016, EPA is excited to offer attendees a mobile application to help them make the most of their meeting and their time together on-site. The mobile app will offer a range of services to attendees upon registration—from networking with other registered attendees in real-time, to meeting scheduling, to information on the agenda, sessions and speakers, ENERGY STAR Expo and related offerings and events.

**EPA Office Hours****Tuesday, October 25 & Wednesday, October 26**

In response to partner requests, “EPA Office Hours” have been set up for one hour in the afternoon of the first two days of the meeting. During those times, EPA staff will be available to connect with meeting attendees informally on topics of interest. Meeting attendees are encouraged to drop by informally to make introductions, connect with EPA on areas of mutual interest, and set up times for in-depth follow up meetings. More information on location will follow closer to the date of the meeting.

**ENERGY STAR Product Expo****Available Tuesday, October 25 – Thursday, October 27**

As in past years, EPA offers ENERGY STAR partners the opportunity to showcase their ENERGY STAR products at the meeting. Expo booths will be located in close proximity to the main meeting space, and open throughout the meeting with the exception of plenary sessions. The expo floor plan and exhibitor list and corresponding booth numbers are available in the final agenda.

**Green Meeting Efforts**

EPA is working with the Hyatt Regency New Orleans to make the 2016 ENERGY STAR Products Partner Meeting as resource efficient as possible. In 2016, offerings include a range of guest room conservation measures, facility energy efficiency, water conservation, and recycling programs, reduced printing and shipping of meeting materials, and enhanced use of email, web, and mobile platforms for meeting information exchange. Additional information on the Hyatt Regency New Orleans' environmental program can be found [here](#).